GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:653
ANSWERED ON:21.11.2002
PROVISION OF NARROW CASTING DIGITAL DD
A. VENKATESH NAIK;ASHOK NAMDEORAO MOHOL;RAMSHETH THAKUR

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have any plan to provide narrow casting for its viewers ;

(b) if so, the number of digital DD Kendra opened by the Government to provide narrow casting, State-wise; (

(c) whether there is any proposal to open more digital DD Kendras in the country; and

(d) if so, the details thereof, State-wise?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Doordarshan has drawn up a scheme of narrowcasting to be taken on a pilot basis from selected LPTs in different states, for telecasting programmes, produced in collaboration with Agricultural Universities, State Health Departments etc.

(b) to (d) : Narrowcasting is proposed from 12 LPTs, in analogue mode, from one center each in Maharashtra, Andhra Pradesh, Madhya Pradesh, Uttaranchal, Haryana, TamilNadu, Kerala, Karnataka, Chhattisgarh and Jharkhand and from two centers in Punjab. Limited transmission has been started from 8 centres. Narrowcasting by Doordarshan is not linked to setting up of digital Doordarshan Kendras. The 10th Plan proposals of Doordarshan include schemes for digitalization of Doordarshan Kendras.